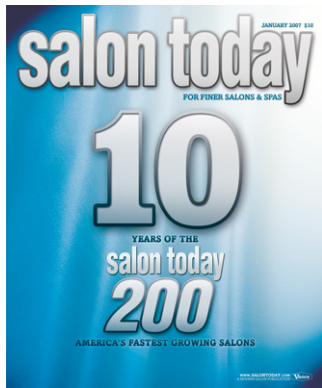


salon today **200**



FOR IMMEDIATE RELEASE

Contact: Laurel Smoke

Editor-in-Chief, *Salon Today*

(847) 634-2600, Ext. 402

lsmoke@vancepublishing.com

SIMONSON'S SALON & DAY SPA NAMED ONE OF NATION'S FASTEST GROWING SALONS BY SALON TODAY MAGAZINE FOR A TENTH YEAR IN A ROW

LINCOLNSHIRE, IL (March 2007) –**Simonson's Salon & Day Spas**, four twin cities locations and owned by **Kyle Simonson**, recently was named one of the 200 fastest-growing salons in North America by *Salon Today* magazine, a top business publication for the professional beauty industry for a **tenth** year in row. **Simonson's Salon & Day Spas** is the **only** salon/spa in America to receive this esteemed honor for **ten** consecutive years!

When *Salon Today 200* asked Simonson “What’s your key to growth?”, she replied “Simonson’s management philosophy is to create ‘win, win, win’ principles and strategies that benefit all three of the main stakeholders: the employee, the customer and the organization. We believe that if there’s a better way, you strive to find it. Ultimately, if you give people what they want, they’ll give you what you want.”

The magazine’s tenth annual *Salon Today 200* profiled the selected salons in its January 2007 issue. The 200 salons were selected from applications submitted by *Salon Today* readers, who represent the 25,000 top-producing salons in the country. The magazine

honored the applicants who posted the highest increases in gross sales between 2004 and 2005, and who were on track to increase sales significantly in 2006.

“The tenth annual issue of the *Salon Today 200* continues the tradition of featuring salons with excellent customer service, client retention and growth strategies,” said Laurel Smoke, editor-in-chief of *Salon Today*. “*Salon Today 200* owners keep their businesses competitive in a tough market while continuing to provide top education for their employees and the best services to their clients.”

For a salon to be named to the *Salon Today 200*, it had to meet the following criteria:

1) The salon is a provider of professional salon services including one, or more, of the following: hair care, nail care, skin care, body care or spa treatments; 2) It generated gross annual sales revenues of at least \$100,000; 3) The salon’s revenues were greater in 2005 than 2004, and projected to be even higher in 2006; 4) The owner charted his or her business financial growth for the past three years and shared information about the service and product categories that fueled the salon’s growth; and 5) The applicant submitted financial documentation, such as a tax return or certified letter from an accountant, to verify revenues.

Growth-oriented salons of every type and size participated and were showcased in the issue. To help the magazine’s readers benchmark their own businesses against the honorees, the *Salon Today 200* coverage was broken down into four revenue categories: 38 were profiled in the \$100,000 to \$499,999 category; 62 were profiled in the \$500,000 to \$999,999 category; 60 were profiled in the \$1 million to \$1,999,999 million category; and 40 in the \$2 million-plus category. Each salon competed for a spot in the 200 against other businesses in the same revenue category.

Salon Today and its sister publications, *Modern Salon* and *Renew*, are published in Lincolnshire, IL, by Vance Publishing Corporation.